

CALPERS BUSINESS CONNECTION PROJECT REPORT
Workforce, Workplace, Marketplace — Building Diversity, Strengthening Relationships

Target	Activity	Result
Workforce	Developed internal database of key contacts	Provided training to approximately 200 staff and management
	Published CBC articles through internal publications	Increased staff awareness of CBC's role and the organization's contracting and procurement goals
	Met with Board members on program goals	Conducted direct mail to local EDCs, VAOs and Chambers of Commerce statewide
Workplace	Ongoing collaboration with OSSD	Partnership with OSSD for implementation of innovative strategies to raise SB/DVBE participation internally
Marketplace	Participated in local and statewide sponsored SB, DVBE and diversity outreach events	Reached approximately 2,000 SBs, DVBEs and other businesses statewide
	Involvement in the Governor's Collaboration Conferences	CBC exposure to 6,000 SB and DVBE representatives statewide
	Developed new CBC marketing brochure	Distributed approximately 1,500 through outreach events
	Direct mail campaign to EDCs, VAOs and Chambers of Commerce - statewide	<ul style="list-style-type: none"> • CBC spotlighted on Business Beat, aired on KCSB, Channel 3 • Participated in the Veteran Business and Job Fair sponsored by the Economic Alliance of the San Fernando Valley • CBC highlighted in Camarillo City Chamber of Commerce newsletter
	Launched CBC page link on CalPERS Online – external Web site	Increased contacts from potential vendors

Future Outreach Activities

The CalPERS Business Connection program will implement the following tactics to raise our contracting and procurement participation levels:

- Target uncertified vendors already used by CalPERS;
- Build on our internal awareness campaign;
- Execute a robust training formula;
- Conduct direct mail campaigns; and
- Host a Business to Business Small Business and DVBE Fair.